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D.     Remarks

Reconsideration in view of the above amendments and following remarks is respectfully requested.

Claims 1-91 are pending in the application. Of these, claims 1, 22, 44, 59, 66, 83, 84, 85, 86, 87, 88, 89, 90 and 91 are independent. Claims 1, 22, 59, 83, 84, 85, 86, 87, 88, 89, 90 and 91 are being amended. Claims 1-91 are now pending and under examination.

In the Office Action dated May 16, 2008, claims 1-91 were rejected as allegedly obvious over Bunn U.S. Patent No. 6,240,365.

Applicant's comments will be directed to independent claims 1, 22, 44, 59, 66, 83, 84, 85, 86, 87, 88, 89, 90 and 91, starting with claim 1.

Without conceding the correctness of the rejections, and solely to advance prosecution, claim 1 of the application has been amended to include recitation of an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset used in the business of the vehicle. Support for this feature may be found on page 100, lines 9-10, giving an example of the amount of pesticide used in the pesticide business.

Applicant's claim 1 as amended recites that a wireless gateway comprises location aware business logic. The business logic applies business logic to location information to enhance and automate business applications run by the enterprise user. The business logic provides a common interface and protocol for handling the location information, and for enabling the applications that follow that protocol to interface with the gateway to use the location information to dispatch a mobile asset to a job site different from its dispatch location. Moreover, the business logic uses the location information to detect at least one of the events of the mobile asset arriving at the job site and the mobile asset leaving the job site, and an inventory

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monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

The Bunn U.S. Patent No. 6,240,365 relates to a vehicle tracking system for tracking the location of rental vehicles. In Bunn, the rental vehicle is simply assigned to the customer at a dispatch location, who drives the vehicle from the dispatch location wherever the customer desires. The rental car company does not dispatch the vehicle to a job site different from its dispatch location where it is picked up by the car rental customer. The rental car company does not control or coordinate the location, route or destination of the vehicle, and does not otherwise control or coordinate how the vehicle is used by the customer operator after it leaves the dispatch location. The rental car company does not control or coordinate what activities the client customer does with the vehicle or at the destination after it leaves the dispatch location. The location, route and destination of the vehicle, and purpose for which the vehicle is used, is under sole control of the client customer, not the rental car company. The Bunn reference doesn't disclose any system for dispatching a mobile asset to a job site different from its dispatch location and automatically detect at least one of the events of a mobile asset arriving at the job site or mobile asset leaving the job site. Further, Bunn does not teach, suggest or render obvious an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

Bunn doesn't disclose dispatching a vehicle to a job site different from its dispatch location, with messages to and from the mobile asset or tracking a mobile asset (vehicle) arriving at or leaving a job site different from its dispatch location. In Bunn, no means are disclosed for transmitting a dispatch message to the vehicle (rental car customer) indicating any job site location different from the car's dispatch location, or receiving a message indicating whether the (customer) accepts such instructions. After the customer picks up the rental car, the rental company doesn't "dispatch" the car anywhere, because the car is under the complete control of the car rental customer, who simply drives the car wherever he wants. Also, Bunn doesn't track the vehicle arriving or leaving any job site different from its dispatch location. Also, although Bunn has a

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cell phone in the car, the cell phone is understood to be wired into the car and connected to the car because it is a rental vehicle. The cell phone is not separately tracked apart from the car. Also, Bunn doesn't track any inventory of non-vehicle products (cell phone or otherwise) on the mobile asset not connected to the mobile asset, and certainly does not teach, suggest or render obvious and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the mobile asset or vehicle.

Claim 22 recites a method which tracks the system claim of claim 1 and recites the same operative features discussed in connection with claim 1 above. The Bunn reference does not disclose these features.

Claim 44 recites a system having among other things location aware core business logic for tying transportable assets and business applications (served by browsers over the Internet for processing data for managing the assets) together through a common set of protocols and interfaces for enabling the business application to use asset location data. Bunn does not disclose the use of browsers over the Internet for any purpose. While Bunn does mention the use of the Internet, Bunn does not teach using browsers in the manner claimed. Also, Bunn doesn't track any inventory of non-vehicle products (cell phone or otherwise) on the mobile asset not connected to the mobile asset, and certainly does not teach, suggest or render obvious and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the mobile asset or vehicle.

Claim 59 recites connecting asset management apparatus of a business enterprise to a wireless gateway by browsers through the Internet, including transmitting to the mobile asset a dispatch message indicating the location of the job site, and receiving from the mobile asset a message indicating that the user of the mobile asset has received the dispatch instructions. The Bunn reference does not disclose the use of browsers on the Internet. While Bunn does mention the use of the Internet, Bunn does not teach using browsers in the manner claimed. Also, Bunn

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doesn't track any inventory of non-vehicle products (cell phone or otherwise) on the mobile asset not connected to the mobile asset, and certainly does not teach, suggest or render obvious and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the mobile asset or vehicle.

Claim 66 recites establishing a wireless gateway with location aware business logic for enhancing communication using web served business applications run by the enterprise. Bunn does not disclose this feature, at least because he does not disclose use of web served business applications. While Bunn does mention the use of the Internet, Bunn does not teach using browsers in the manner claimed. Also, Bunn doesn't track any inventory of non-vehicle products (cell phone or otherwise) on the mobile asset not connected to the mobile asset, and certainly does not teach, suggest or render obvious and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the mobile asset or vehicle.

Claims 83, 84, 85, 86 and 87 recite the same features discussed above as for claim 1, and should be allowable for at least the same reasons.

Claim 88 recites a system for management of transportable assets including at least vehicles and non-vehicle portable units of a business enterprise, wherein the non-vehicle portable unit assets are not connected to the vehicle. The Bunn reference does not disclose any system for managing non-vehicle portable unit assets of a business enterprise and should be patentable for at least this reason. Although Bunn does discuss a cellular phone, the cell phone in Bunn is not disclosed as being not connected to the vehicle, and Bunn does not disclose managing the cellular phone as a portable unit asset and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

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Claim 89 recites a system to enable said business applications to obtain data indicative of the location of transportable assets and to trigger at least one of the events of managing a work order of the enterprise user, scheduling a transportable asset at a work or job site, dispatching a transportable asset to a job site, and tracking inventory or goods. The Bunn reference doesn't disclose any system for triggering events for control and assignment of the vehicle for managing a work order of the operator of the vehicle client customer, scheduling and dispatching instructions to a work vehicle to proceed to a work or job site different from a dispatch location selected by the client customer, or non-vehicle inventory tracking of inventory or goods carried by the client customer and not connected to the vehicle, or for automating any of these functions based on location or other information. Further, Bunn does not teach or suggest an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

Claim 90 recites an arrangement which includes event sensors in remote mobile assets (such as vehicles) which communicate with wireless devices over a short range wireless network, and then the wireless devices communicate with the business enterprise over a wireless network. The Bunn reference does not disclose event sensors which communicate over a short range wireless network with wireless devices. Further, Bunn does not teach or suggest an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

Claim 91 recites an arrangement whereby a vehicle mounted sensor device is connected to a hand held mobile device through a short range wireless network (such as rf), whereby vehicle operating parameters such as condition data is transmitted to the handheld mobile device over the short range wireless network, and then the handheld mobile device transmits the data over the wireless gateway to a business enterprise user at the central location. Bunn does not disclose the use of a short range wireless device for receiving vehicle data over a short range wireless network. While Bunn has been cited for disclosing a cellular telephone and a GPS receiver,

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applicant does not find any disclosure of vehicle operating parameters being transmitted to the hand held mobile device over the short range wireless network. Further Bunn does not tech, suggest or render obvious and an inventory monitoring system on board the mobile asset for monitoring and tracking the quantity and consumption of consumable non-vehicle products on the mobile asset and used in the business of the vehicle.

In view of the foregoing, applicant respectfully requests withdrawal of the prior art rejections based on the Bunn reference, and allowance of the independent claims, as well as the claims dependent thereon.

If a telephone interview would be of assistance in advancing prosecution of the subject application, applicants' undersigned attorneys invites the Examiner to telephone them at the number provided below.

No fee is deemed necessary in connection with the filing of this Amendment. However, if any fee is required, authorization is hereby given to charge the amount of any such fee to Deposit Account No. 03-3125.

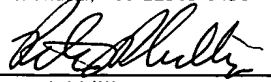
Respectfully submitted,



William E. Pelton  
Registration No. 25,702  
Peter J. Phillips  
Registration No. 29,691  
Attorneys for Applicants  
Cooper & Dunham LLP  
Customer No.: 23432  
1185 Avenue of the Americas  
New York, New York 10036  
(212) 278-0400

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